

Plan to Succeed

Mission: The mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator.

The mission of Tyler's Tip-Top Tomatoes, LLC is to grow good food, make good money and be good people.

Objectives:

Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement.

<p>Objective 1: Achieve an appropriate balance of work and home life</p>	<p>Objective 2: Make enough money to pay myself, the bank and reinvest in the farm</p>	<p>Objective 3: Increase efficiency while offering customers wider selection</p>	<p>Objective 4: Increase communication with customers</p>
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SMART Goals: Remember, a goal without a deadline is just a dream! S — Specific M — Measurable A — Attainable R — Rewarding T — Timed

<p>SMART Goal a): Take Sundays off</p>	<p>SMART Goal a): Make a net profit (including draw) of \$50,000 this operating cycle</p>	<p>SMART Goal a): Decrease COGS/ lb of tomatoes</p>	<p>SMART Goal a): Start and maintain a blog to show customers progress on farm</p>
<p>Action Plan: i. Train Charlie for Sunday tasks, give him #'s to call ii. Measure his performance</p>	<p>Action Plan: i. Compare cash flow budget to P&L and bank accounts monthly, adjust as needed</p>	<p>Action Plan: i. Measure production per worker and per variety ii. Set pest traps, scout</p>	<p>Action Plan: i. Research platforms ii. Block off 1 hour each week to write post/ edit pics</p>
<p>SMART Goal b):</p>	<p>SMART Goal b):</p>	<p>SMART Goal b): Introduce at least one new variety of tomato for sale each year</p>	<p>SMART Goal b): Invite customers to participate in tomato soup contest, %of proceeds to be donated to local soup kitchen</p>
<p>Action Plan: i. ii. iii.</p>	<p>Action Plan: i. ii. iii.</p>	<p>Action Plan: i. Pick five varieties for trial, test on limited growing area ii. Measure yields to choose</p>	<p>Action Plan: i. Pick date and venue ii. Send out e-mail blast with soup kitchen for contestants</p>

Action Plans: Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.